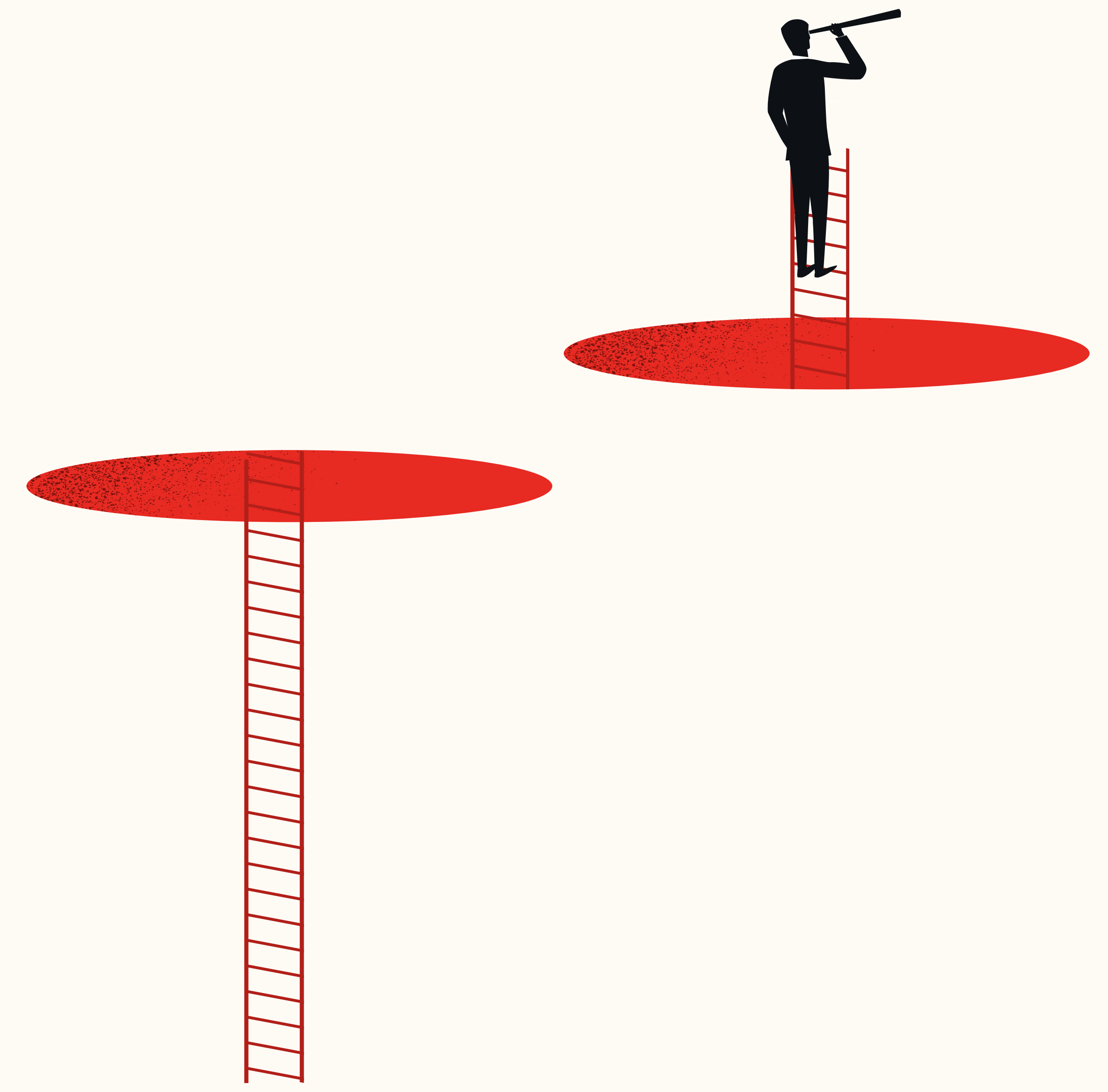




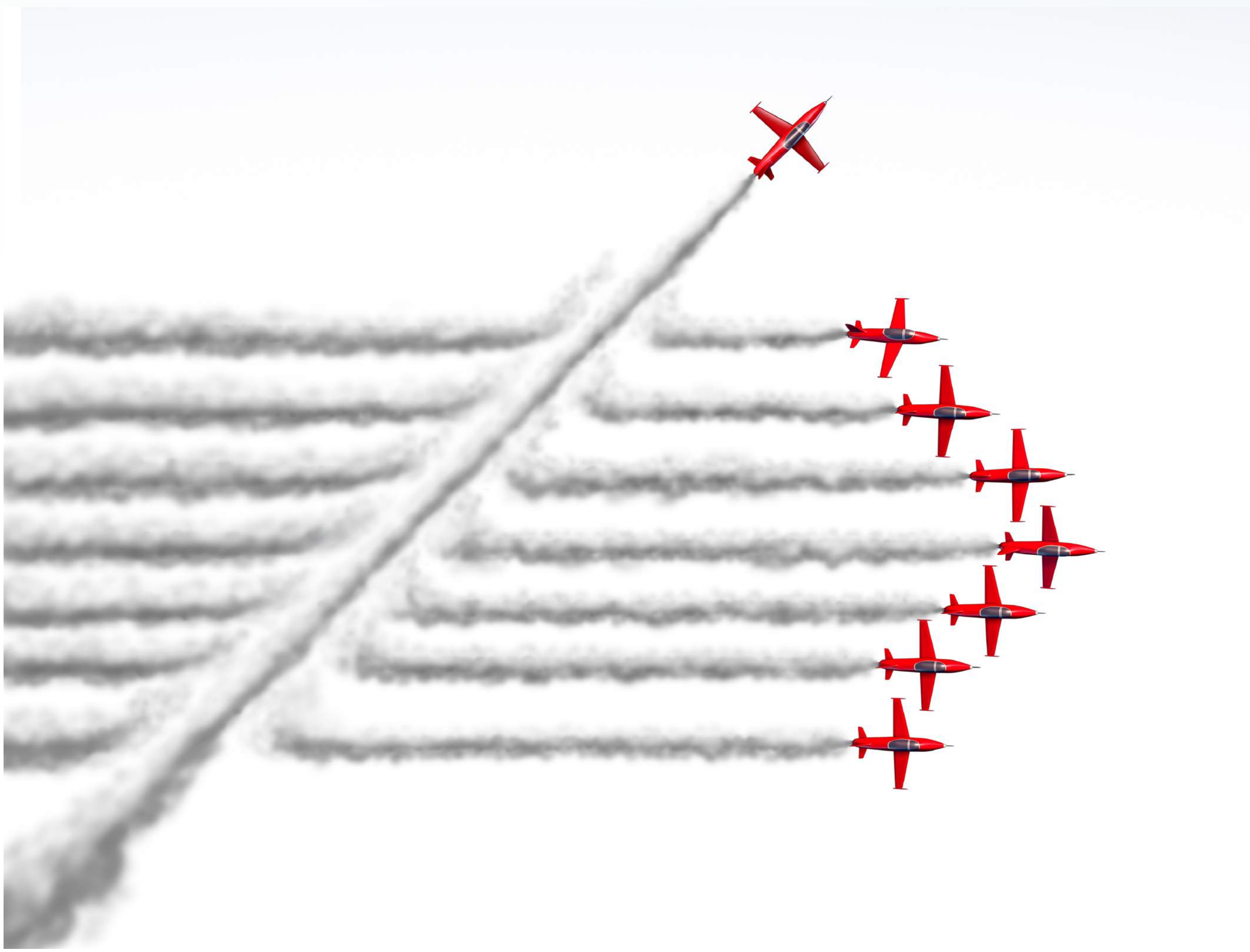
What's Next for the Subscription Economy?

THE GREAT CONSUMER SHIFT DIGITAL, CONVENIENCE, AND PERSONALIZATION

- Consumers fully embraced the **As-A-Service model** – subscription for digital media, entertainment, education, software, and consumer goods increased
- The subscription model **eliminated middlemen**, focused on **personalization**, and decreased the heavy reliance on brick-and-mortar stores
- The subscription model offered **growth opportunities** for traditional and new-age businesses



DISRUPTIVE INNOVATION DIGITALIZED SUBSCRIPTION ECONOMY IS THE FUTURE



- Subscription economy is to reach \$1.5Trillion by 2025; CAGR of 18%¹
- Industries that have already adopted the subscription model - IT, Media and Communication Services, Real Estate, Healthcare, Consumer, Financials, Industrials, Energy, and Utilities
- The US has the largest market share of 53% in the digital subscription space, followed by Europe (21%)
- Global app spends (premium apps, in-app purchases, and subscriptions) predicted to increase 77% from \$132Billion in 2021 to \$233Billion by 2026²
- Global SVOD subscriptions to increase by 550Million between 2021 and 2027 and reach 1.75Billion; China and the US will together account for 48% of the Global SVOD subscriptions by 2027³

WHY DO BUSINESSES TAKE THE SUBSCRIPTION ROUTE?

- A way to address the larger target market
- Helps drive better revenue growth + regular cash flow
- Increase in Customer Lifetime Value (CLV) & ROI
- Personalized Customer Insights - sales and service gap decreases

PHYSICAL GOODS AND SERVICES THERE'S ROOM FOR ALL IN THE SUBSCRIPTION WORLD

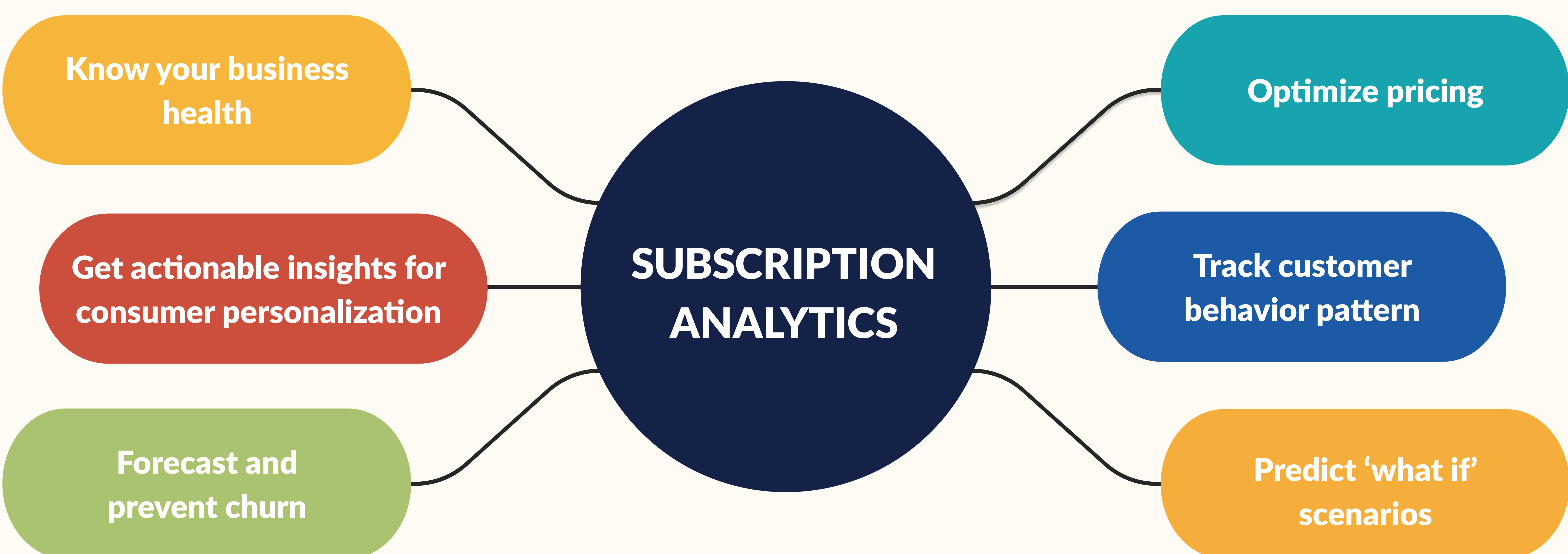


The e-Commerce subscriptions market is expected to grow at 25% CAGR by 2025 – the fastest-growing segment¹

Other enterprise and consumer-driven digital subscriptions, including video and music streaming, fitness, gaming, and financial subscriptions - both enterprise and consumer-driven ones - 16% CAGR by 2025¹

Cloud computing to continue leading the enterprise subscription market – 13% CAGR by 2025

SUBSCRIPTION ANALYTICS USING SUBSCRIPTION DATA TO DRIVE BUSINESS GROWTH



Partner with LatentView Analytics to effectively use data to gain actionable insights and find potential solutions for your business problems.

TO KNOW MORE ABOUT

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References - 1, 2, 3